

*The*

April, 1964

# Florida Architect

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS

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# The Florida Architect

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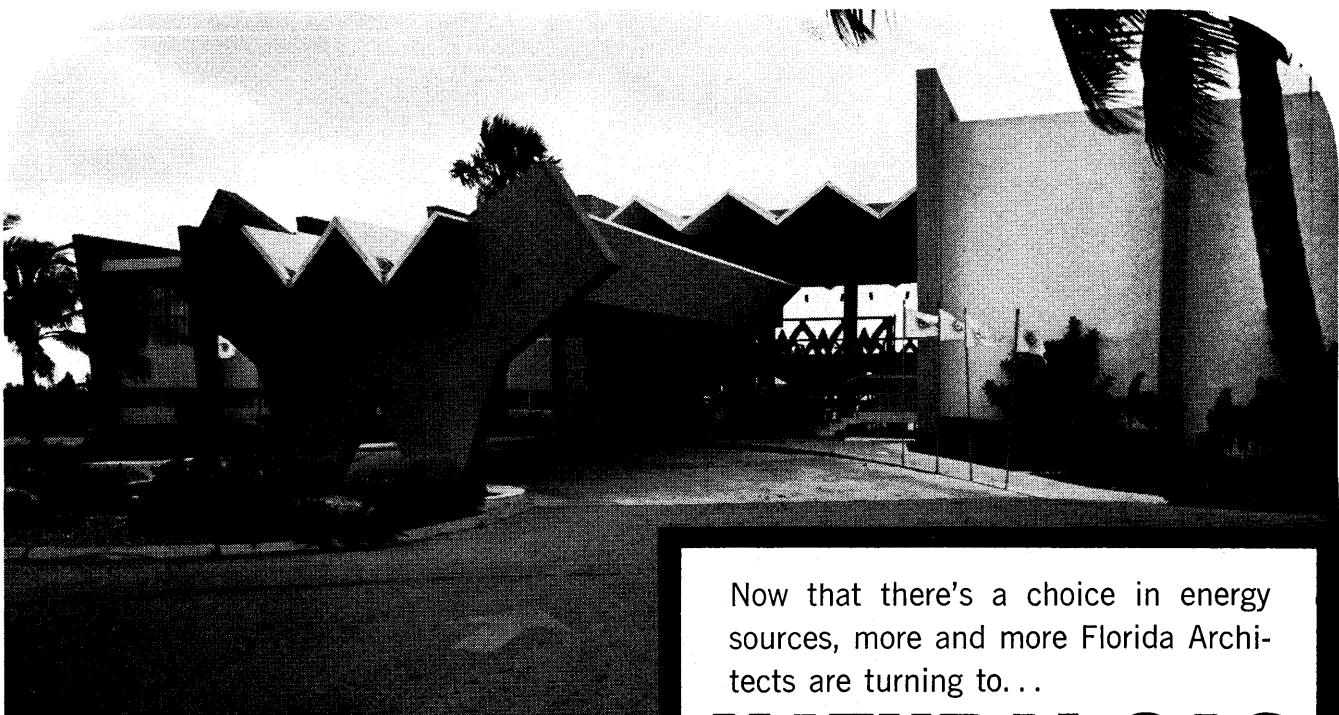
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VOLUME 14  
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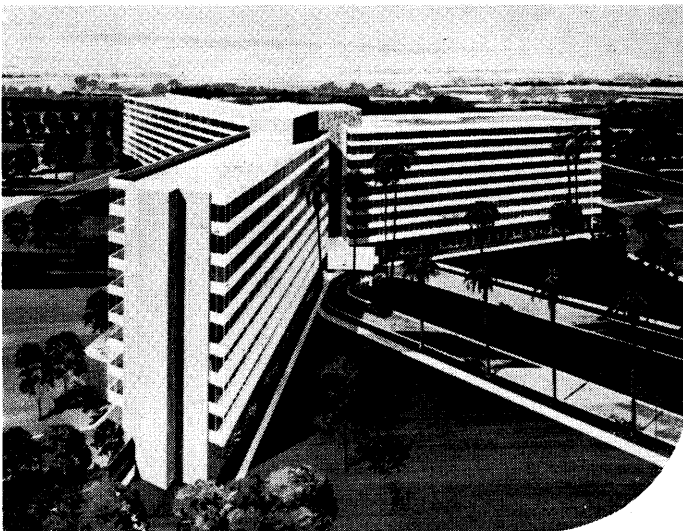
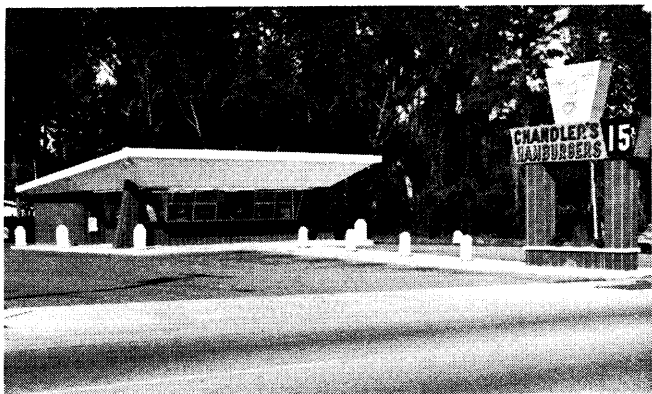
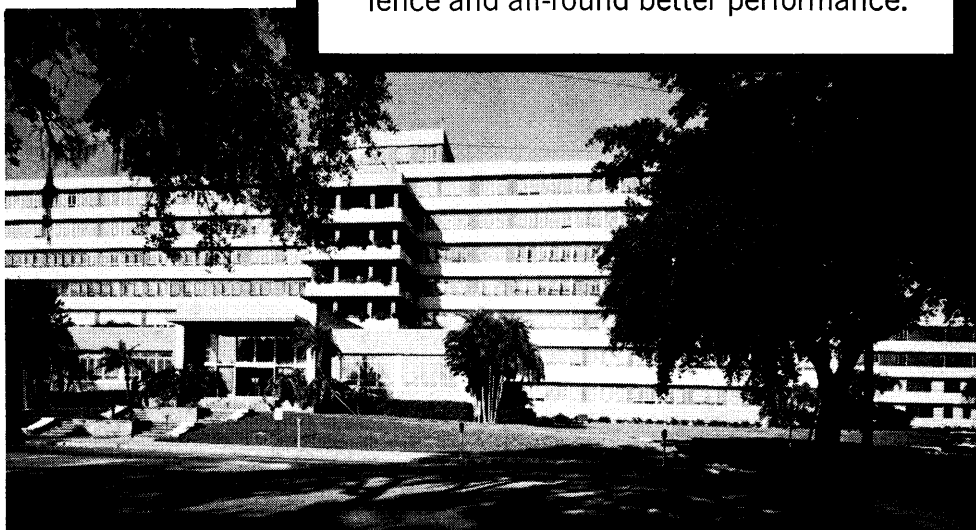
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**BELOW,** Hot food—cool customers—natural gas does both jobs for Chandler's Drive-in, Gainesville.

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## Florida Gulf Coast Chapter



Upper photo—From left to right: Frank F. Smith, Jr., FAA Director, Robert H. Levinson, Regional Director AIA, Sidney R. Wilkinson, FAA Director, Douglas E. Croll, Chapter Director. Standing: Louis E. Schneider, FAA Alternate Director, and Earl J. Draeger, Chapter Director.

Lower photo—From left to right: John E. Piercy, Secretary, Roy M. Pooley, FAA President, Jack West, President, and Tollyn Twitchell, Treasurer.



Saturday the first of February, the organizational meeting of a new chapter of the American Institute of Architects was held at the Azure Tides Hotel in Sarasota, Florida.

The lower west coast of Florida's continuous growth in population and its various building industries had produced considerable growth in the Mother Chapter, Florida Central. The new chapter encompasses one-half of the counties formerly included in Florida Central, namely, *Manatee, Sarasota, Charlotte, Lee, De Sota, Highlands* and *Hardee* Counties. Architects and their respective work have in the past years contributed a great part in the development of a much desired living environment and have contributed greatly to the continuing development of architecture attested to by the many awards which have been received by the professionals of the area and nearly constant flow of articles written on structures created by the area's architects.

Roland Sellew, greatly instrumental in the formation of the new chapter, made the opening remarks and turned the meeting over to Chairman Pro-Tem, Robert H. Levinson, Regional Director of the AIA.

Chapter officers elected for the first year are Jack West, Sarasota, President; William Mason, Punta Gorda, Vice President; John F. Piercy, Sarasota, Secretary; and Tollyn Twitchell, Sarasota, Treasurer.

Elected to other positions were: Sidney Wilkinson and Frank F. Smith, Jr., *FAA Directors*; Werner F. Kannenberg, Douglas C. Croll, and Earl J. Draeger, *Chapter Directors*; Louis F. Schneider and William H. Kerfoot, *Alternate FAA Directors*; Chapter Historian Roland Sellew.

President Roy M. Pooley, Jacksonville, of the Florida Association of Architects, and Regional Director Robert H. Lesison, Clearwater, of

*(Continued on Page 33)*



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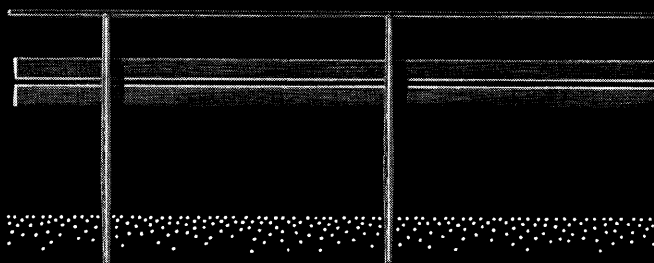
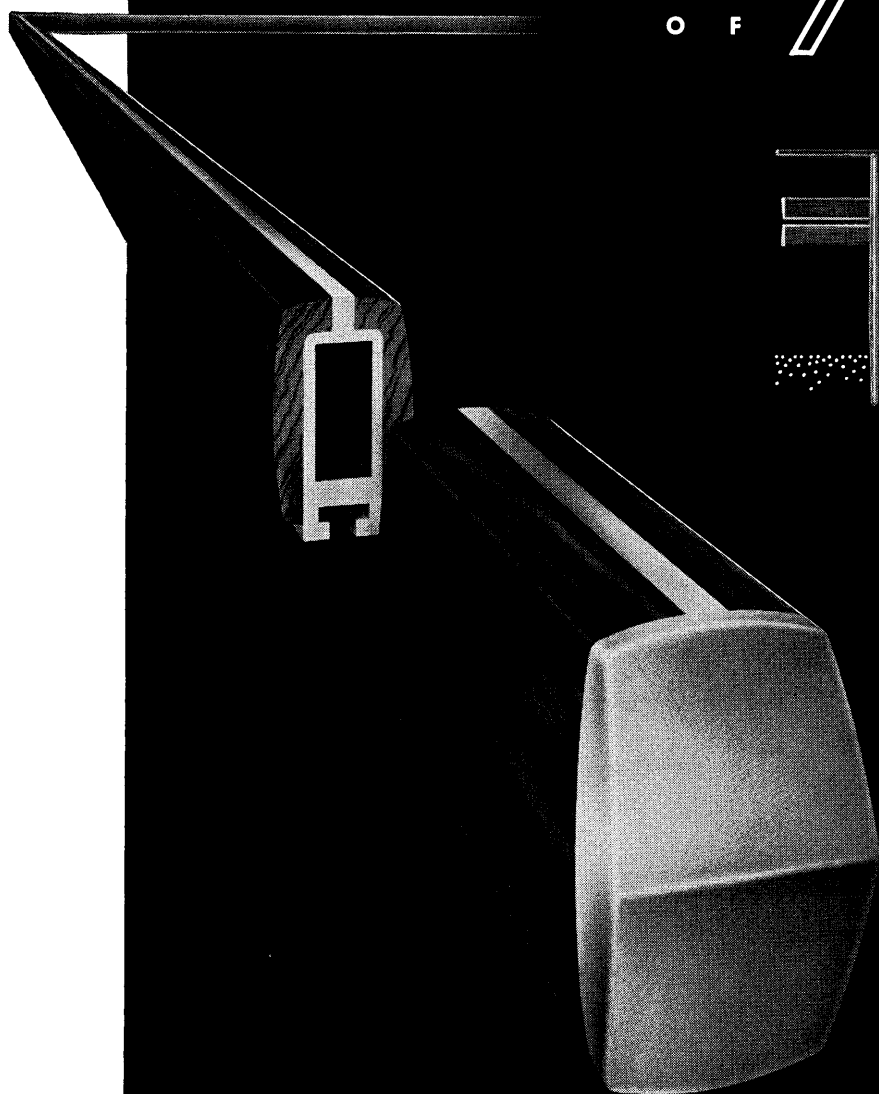
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# New Spirit Of A. I. A.

By **ROY M. POOLEY, JR.**

President, Florida Association of Architects



When F. Wayne White, President of the Alaska Chapter A.I.A., responded to the roll call with a firm *Present*, and again when Paul D. Jones, President of the Hawaii Chapter A.I.A., answered *Here*, applause roared through the Board Room at A.I.A. Headquarters in Washington, D. C.

Assembled on that crisp, clear morning of February 24, 1964, for two exciting days of conferences with National Officers and Staff Executives, were the Presidents of 47 A.I.A. State organizations and their Staff Executives. In an atmosphere of quiet enthusiasm and confident dignity, the discussions ranged through a broad spectrum of topics, and there was an altogether inspiring demonstration of what I feel to be the *New Spirit of A.I.A.*

To me, at least, the messages of President J. Roy Carroll, Chairman Wayne Hertzga, Executive Director Wm. Scheick, and Commission Chairman Scott Smitherman, all vibrated with the increasing strength of this *New Spirit* so obviously maturing during the past few years.

The conference seemed to focus on three related points of discussion. Namely, *Membership growth, State and Chapter By-Laws and Ethical Standards of Practice*. Opinions expressed on these matters varied to just about the same degree as expressions I have heard within our own Board and several Chapters. The differences are almost totally a matter of point-of-view, rather than objectives, and since the Institute Policy has now been established, each Chapter will, of course, adhere to those prescribed standards.

The salient point about which these discussions revolve is our jealous guardianship of the highest attainable ethical standards of members of the American Institute of Architects.

It is clear that membership will be accorded to all qualified Architects

who sincerely vow to accept the responsibility and fully discharge our established standards of practice. It is equally clear that violation of those standards will not be tolerated.

The Standards of Practice essentially require technical competence and objective judgement on the part of the Architect in order to render his clients professional service. Under the normal circumstance, where an owner commissions an Architect to design and administer construction of his building, the Architect's financial interest in the project is limited to his fee and he is completely free to exercise his best objective judgement in his client's behalf.

In this modern technology of business and building, however, other arrangements are sometimes developed, and it is in these situations that the ethical posture of the Architect is not so clearly defined.

Based only on personal experience and numerous discussions with leaders of our profession, I offer the following observations for consideration:

1. An architect employed by a contractor or builder can render professional services to the *owner* only if the contractor or builder is the owner. There can be no ethical conflict when the building is designed for and constructed by the builder and subsequently sold to a new owner. It would be difficult at best, however, to maintain an appropriate professional advisor relationship with the owner of the project under any other condition of employment by the builder. To be specific, unless the Architect produces the package, the *Package Deal* is fraught with pitfalls for both the Architect and the Owner.

2. When the Architect becomes the employee of a Non-Architectural firm and serves the firm in that capacity, there should be no con-

flict of professional ethics. However, if that firm in any manner offers Architectural services based on its employee's registration, then the firm and its architect employee tread very thin ice, both ethically and legally. Ethically because the Architect as an employee must obviously consider his employer as his primary client, and legally because Architectural registration is personal and may not be transferred.

3. Joint ventures with Engineering Firms in which the Architect is in full responsible control of Architectural projects are perfectly normal and appropriate. However, if there can be any serious question of the Architect's position in such joint ventures, then a severe rationalization of professional status is obvious.

4. Speculative ventures in which the Architect promotes an idea for development, or in which he shares as owner are becoming more and more frequent. Such ventures are often rewarding and may be undertaken without violating the ethics of the profession. It is in such ventures, however, that ethical propriety is most difficult to determine and self discipline must be most meticulously imposed. Each relationship in such ventures should be reviewed very carefully to assure that the position of the Architect is precisely defined to each party involved.

Since the majority of Architects do not usually find themselves involved in the situations discussed, and since there are those regrettable few, for awhile rationalize their positions, these

*(Continued on Page 36)*



## Florida World's Fair

A few years ago the decision was made to have the State of Florida represented in the New York World's Fair which officially opens on April 22, 1964. This decision was made after Governor Bryant appointed a small group to investigate the potentials for Florida entering the World's Fair. The report was favorable.

On July 11, 1962 Governor Faris Bryant established *The Florida World's Fair Authority* of which Mr. Comer J. Kimball, Chairman of The First National Bank, Miami was appointed Chairman. Soon after, a Corporation was set up with Mr. W. L. Stensgaard being appointed Executive Vice President and Mr. Ed Soucy, General Manager.

The firms of *Pancoast, Ferendino, Grafton, Skeels and Burnham*, Architects, and *Connell, Pierce, Garland and Friedman*, Architects and Engineers were commissioned to prepare the design of the Florida pavilion

Edward G. Grafton and James Garland serve as project managers for the two firms. Once the grounds plan were approved early in 1963, groundbreaking ceremonies were held on June 24, 1963 for the spectacular *Citrus Tower* which is sponsored by the *Florida Citrus Commission*.

Along a 500 foot front on Meadow Lake is Flushing Meadow Park, the Florida World's Fair Authority has created at what may exceed a \$5 Million image of the Sunshine State for viewing by a potential 18 million persons during the New York World's Fair in 1964-65.

The Park, located in the Borough of Queens, New York City, is in the heart of the world's greatest metropolitan area.

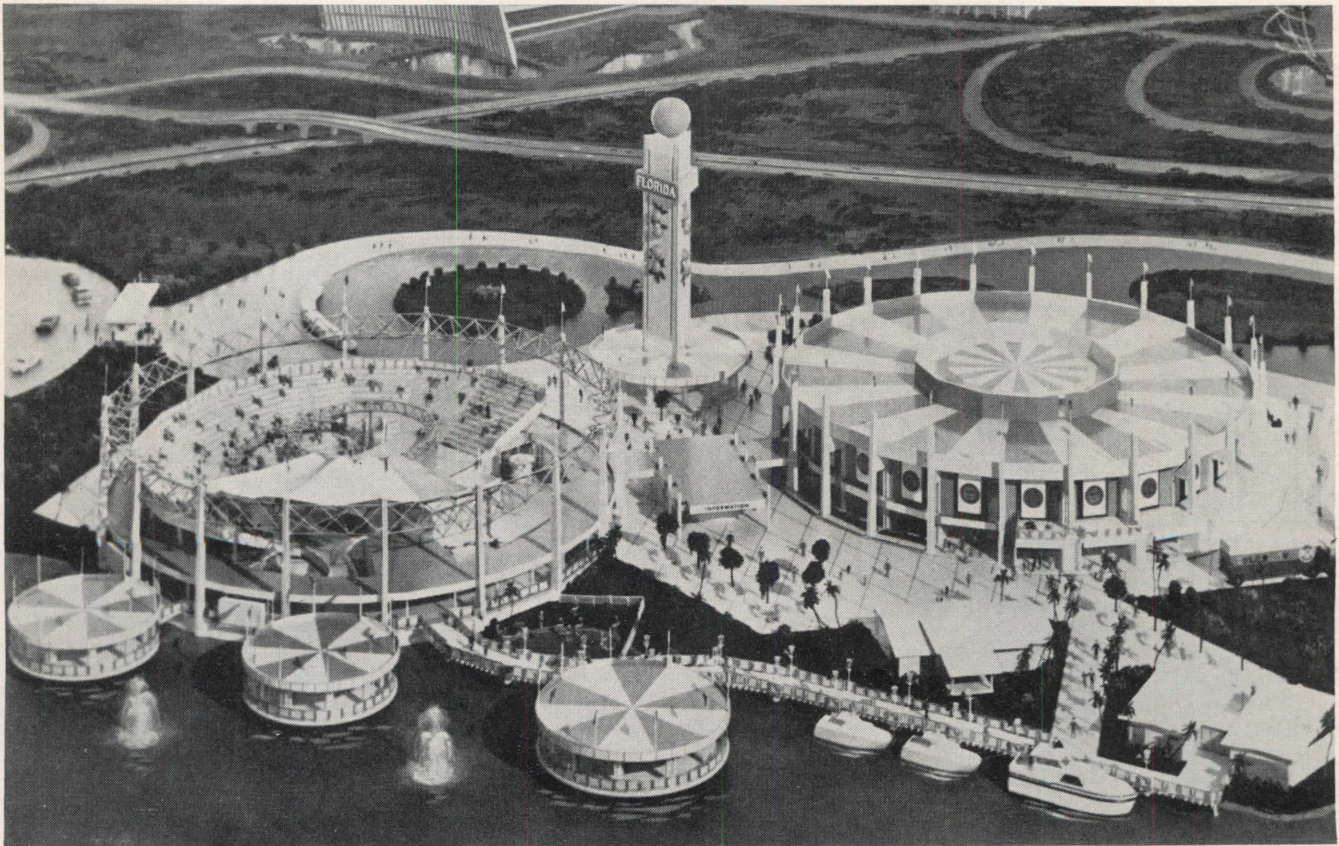
The 3.12 acre Florida site, near one of the main Fair entrances which adjoins a 3,500 car parking lot, was selected at no charge to the State for the land area.

Serving as a landmark of the State site is a bright orange-colored beacon perched atop the 110 foot high Citrus Tower. The tall triangular column can be seen for miles around, from all highways, rail and air approaches.

The steel triangular truss of the Citrus Tower is encased in plastic and wood and the 16 foot diameter mammoth orange at the top of the tower is made of fiberglass. The ornaments on each side of the Tower are made of plexiglass and the Tower is illuminated from within. It is symbolic to note that the Citrus Tower was the first structure completed and lighted on the Fair Grounds. Since September 25, 1963, the Tower has been providing the symbol for the State of Florida.

Around the base of the Citrus Tower is a building, 50 feet in diameter, from which will be provided fresh orange juice to visitors.

*(Continued on Page 13)*







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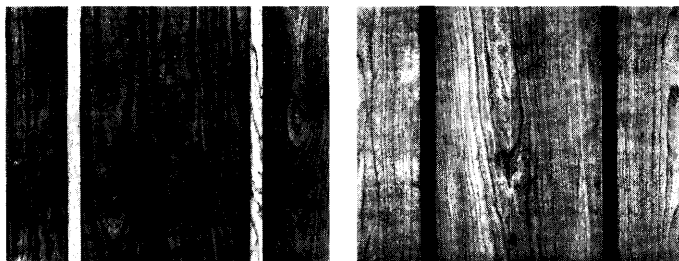


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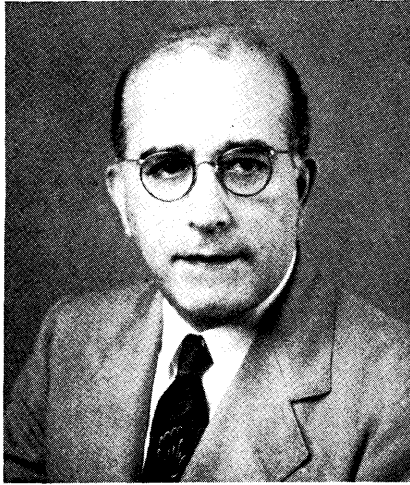
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# Two Architects Recipients Of Student Chapter Award



**Professor Pasquale M. Torraca**  
University of Florida

Each year the Department of Architecture, University of Florida, sponsors the Annual Student Awards Luncheon. This year the Department was most fortunate to have as guest speaker Mr. Philip Hiss of Sarasota.

Mr. Hiss was, until last week, Chairman of the Board of Trustees of New College of Sarasota. He has served on the Sarasota County School Board and has certainly played a significant role as a client in the architectural evolution-revolution in the Sarasota area.

Mr. Hiss spoke on the "Client and the Architect," and related his role as a client in the selection of Mr. I. M. Pei to design the New College campus. In the text of his talk, Mr. Hiss questioned whether there was sufficient communication in the architect-client relationship, and also expressed his growing amazement at the scarcity of otherwise knowledgeable people who know so little about architecture. His talk was poignant and perhaps controversial but it was refreshing to listen to a man who is both controversial and knowledgeable.

At the luncheon, President William E. Tschumy, Jr., announced that the Student Chapter of the American Institute of Architects has initiated the award of an Annual Citation. This

citation is to be awarded each year to that person or persons who have made outstanding contributions in the field of architectural education, and who have, in addition, contributed unyieldingly of their time and experience to the students of the Department.

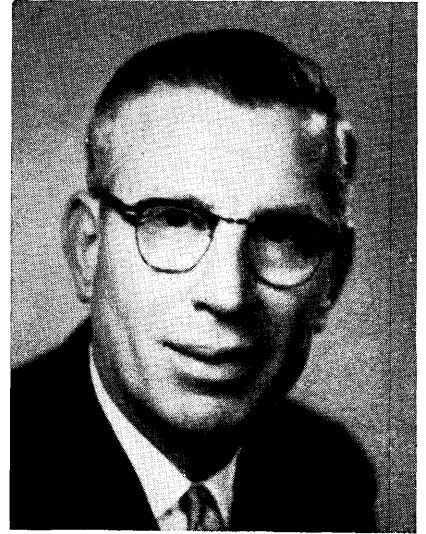
It was with great pleasure that President Tschumy made the first annual awards to two gentlemen, each of whom are highly deserving in their respective roles.

For his devotion to the students and to the Department of Architecture, the Student Chapter, A.I.A., proudly conferred its Citation upon Mr. Robert H. Levison, Director of the Florida Region of the American Institute of Architects. Mr. Levison has been a good friend of their students for many years, and has on numerous occasions given of his time and knowledge.

The second recipient of the annual award was a gentleman who has literally devoted a lifetime to the student, to education, and to the architectural profession. A graduate of the University of Pennsylvania, this man has served the students in his role of administrator, professor, and close friend. With the utmost pride, President Tschumy conferred the Student Chapter Citation upon Professor Pasquale M. Torraca. He accepted his citation amid a standing ovation. Although Professor Torraca retires this year, he will not be easily forgotten by the students, for he is a true educator and a fine gentleman in every sense of the word.

The Citation of Merit, awarded to both gentlemen, gave recognition *For Outstanding Service to Architectural Education and to the Students of the Department of Architecture at the University of Florida.*

Dean Turpin C. Bannister presented the Association of Student Chapters—A.I.A. Service Award Certificate to Chris Charles Benninger of Gainesville, *for valued and outstanding service to the Association of Student*



**Robert H. Levison, AIA**  
Director Florida Region

*Chapters of the A.I.A. in a manner emulating the highest standards of architectural practice.*

Graduating senior William F. Luger, Saginaw, Michigan, was awarded the Alpha Rho Chi medal for his display of leadership, service, and professional merit, and outgoing Student Chapter President William E. Tschumy of Miami was awarded the F.A.A. medal for outstanding and meritorious contributions in leadership and service among his fellows.

Professor E. M. Fearney announced the recipients of the Florida Solite Company design competition. First prize of \$75.00 was awarded to Robert Harris of Key West, and second prize of \$25.00 was awarded to Clyde A. Brady of Panama City.

In addition, Howard Snoweiss, Miami Beach, was named as second place winner in the State Competition Design Project sponsored by the Florida Association of Interior Designers.

In the Playground Competition sponsored by the Park Association of New York, the following students were awarded Certificates of Commendation: Miss Lynn Schirs, Detroit, Michigan, and Richard Brown, Daytona Beach. Honorable Mention was awarded to Dale Baxter of Niagara Falls, New York.



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## Florida's Fair...

(Continued from Page 8)

Beyond the Citrus Tower is the air-conditioned *Exhibition Hall* which is circular, having a diameter of 160 feet and containing approximately 20,000 square feet of floor space. It is 24 feet high.

The Exhibition Hall is steel frame construction with radial truss and the roof is of poured gypsum concrete. The exterior walls will be covered with marine plywood using Florida Citrus colors as the decorative theme. An integral part of this scheme will be the use of large modern panels in each bay of the walls in which will be alternated design of the map of Florida. The Great Seal of the State of Florida and the sun. These panels will be white and the contemporary design motif will be of brilliant gold.

Inside, there will be a central exhibit area, 50 feet in diameter. This area will be occupied by priceless examples of the cultural arts on loan from both public and private collections throughout the state. Around this focal area will be various exhibit spaces pertaining to *industry, agricul-*

*ture, sports, attractions, education, counties and cities.* This structure will be air conditioned and will house the administrative office of the Florida World's Fair Authority.

*The Porpoise Pool and Stadium* is a circular, outdoor amphitheater-type steel structure, reinforced with precast concrete columns. The roof is unique. It is covered with a vinyl coated fabric and in alternating panels of orange and white suspended by cables over the entire stadium.

The porpoise pool tank is of reinforced concrete and located in the center of the amphetheater with a depth from eight to twelve feet. Since the careful selected porpoises require salt water, detailed planning was achieved to insure proper salination of the water. Also air transportation has been arranged to have the porpoises transported from the *Seaquarium* in Miami to New York City.

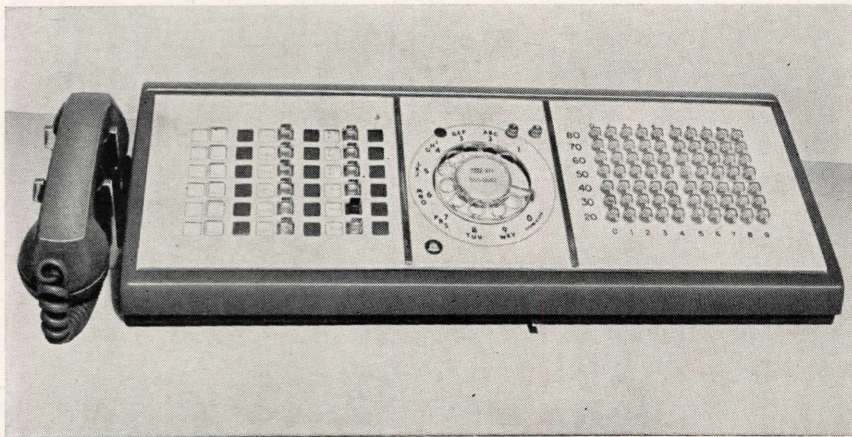
One can not visualize the behind the scene efforts to achieve the porpoise show which will be a *first* for a World's Fair. Detailed physical and mental requirements were prepared for the careful, hand selected porpoises. Extensive training has been

underway during the past sixty days to prepare the porpoises for their performances at the Fair.

During the evening hours, the amphitheater will be devoted to performances by dance, choral groups, live fashion shows as well as film presentations depicting Florida's many attractions and beauties. Present plans indicate as many as 5,000 performers may appear for the evening performances during the first season of the Fair which ends October 23, 1964. The second season begins in April of 1965 and continues through October of that year.

On the North side of the Florida Fair there was a need to have a *visual screen* separating the neighboring pavilion. *The Florida Concrete and Products Association* conducted a contest for the design of a decorative masonry wall. The winner for the best design of this wall was *Herbert R. Savage*, AIA of Miami. The masonry units are being furnished by the Association and also contributed toward the construction of the foundation of the wall.

The decorative wall will also serve  
(Continued on Page 37)



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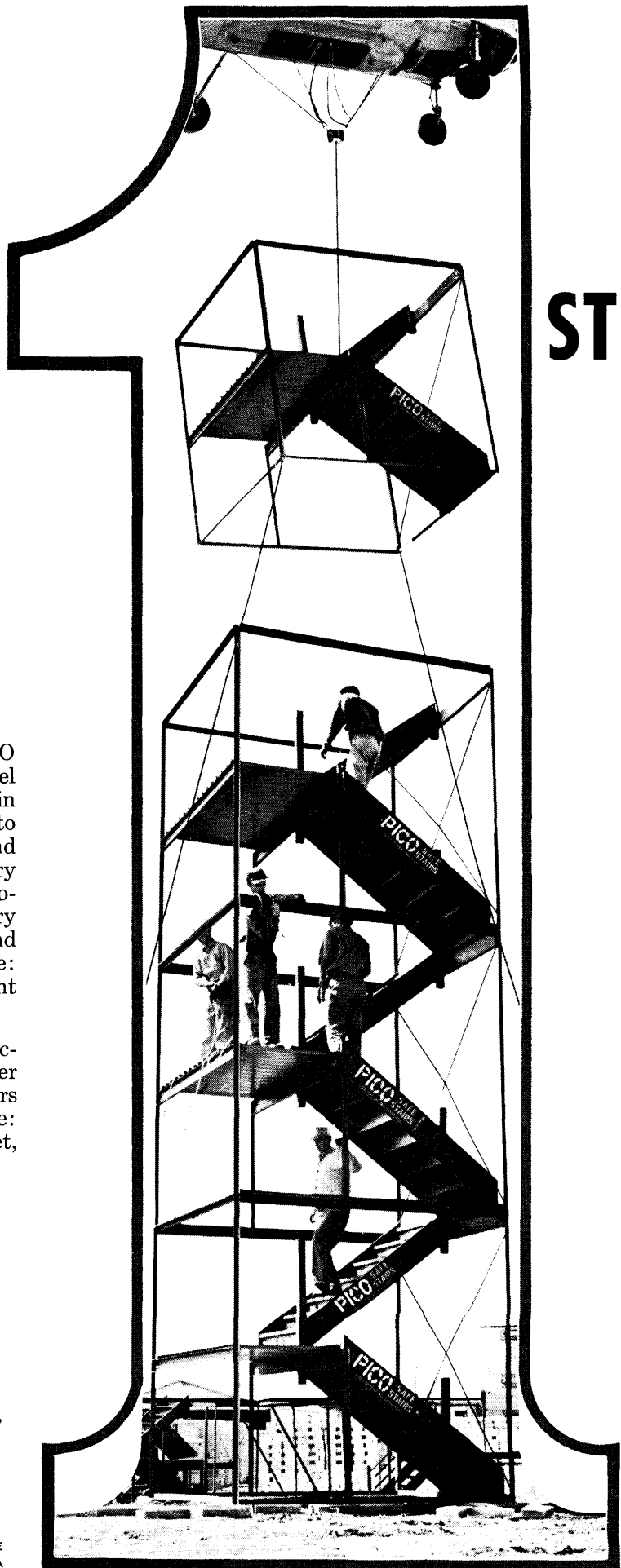
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1. Except for minimum coordination requirements, do you favor awarding contracts for architectural services to private enterprise, or do you favor having these services performed by employees of various state departments?
2. Would you, as Governor, consider the use of Architects as professional advisors to state boards or commissions charged with the control of the building process wherever possible?
3. What is your opinion of the propriety of a Governor's actions in either promoting or permitting the practice of awarding contracts for architectural, engineering and related professional services on State construction projects primarily to personal friends and/or for those who helped most in the Governor's election?
4. If elected, do you foresee any need for the State, during your administration, to increase its staff or activities in the professional practice of architecture or engineering on State projects in competition with private enterprise?
5. The growth of the State requires the preparation and execution of planning for community facilities which must ignore existing political boundaries, through coordinating authorities such as Metropolitan Government is for Dade County, the effective and efficient provision of adequate public facilities and services can be achieved, therefore:
  - a. Do you recognize the need for overall county and regional long-range planning?
  - b. Do you recognize the need of coordinating agencies with governmental authority to prepare and execute plans for countywide and regional facilities and services without regard to existing political boundaries?
  - c. Will you effect vigorous and relentless leadership for the enactment of enabling legislation relative to the establishment of such coordinating authorities?

## Questionnaire For Candidates . . .

### Answer . . .

By **FRED B. DICKINSON**

Thank you so much for your letter of March 13, and for the interest which your association has shown in the selection of Florida's next governor.

Listed below are my answers to your questions:

1. I favor awarding contracts for architectural services to private enterprise, and I do not believe it is necessary to increase the staff or activities of the state in competition with private enterprise.

2. Wherever possible I would use architects as professional advisors to state boards or commissions charged with the control of the building process.

3. I believe that contracts for architectural services should be given on a merit basis to firms best qualified to do the work without any consideration at all whether they happen to be personal friends of the governor, or helped most to bring about the governor's election.

4. Same as No. 1.

5. It is always good practice to do planning in advance and I am in favor

of this planning going forward, ignoring existing political boundaries so that better coordination of public facilities and services can be achieved, and I will do everything in my power to enact enabling legislation to establish coordinating authorities to see that this original planning is carried out.

### Answer . . .

By **SCOTT KELLY**

I find it necessary to answer your letter of March 13th very briefly because, as you know, I am literally "rushed to death."

The following are my answers to the questions which you listed:

1. I would favor awarding contracts for architectural services to private enterprise.

2. I would, as Governor, consider use of architects as professional advisors to state boards and commissions charged with the control of the building process wherever possible.

3. As Governor, I would approve the policy of awarding contracts for architectural services and so forth on

the basis of ability rather than as political rewards.

4. I do not foresee any need for the state, during the time I hope to be Florida's next Governor, to increase its staff or activities in the professional practice of architecture or engineering on State projects in competition with private enterprise.

5. A—Yes

B—Yes

C—Yes

### Answer . . .

By **JOHN E. MATHEWS**

I have your letter of March 13th, and wish to assure you that I not only have the highest respect and admiration for the Florida Association of Architects, but have always worked closely with them in their legislative programs.

I am most pleased to see the interest your association is taking in the present gubernatorial race.

I am a firm believer in the use of private enterprise whenever possible with reference to services rendered to governmental agencies.

(Continued on Page 29)



## ABOUT THE QUESTIONNAIRE

Identical letters and a copy of the Questionnaire were sent to nine candidates for the office of Governor in the 1964 elections. Four of these men — Messrs. Burns, Holley, Karl and High — did not acknowledge our letter nor reply to any of our questions. Mr. Folks acknowledged our letter but did not reply to the Questionnaire. Replies from the other four are published in full... The questions they answered by no means cover all matter of importance to architects and the construction industry.

## Mathews . . .

(Continued from Page 28)

I certainly do favor the use of architects as professional advisors to state boards or commissions which have control of building programs.

It is not only morally and ethically wrong, but extremely bad governmental practice for any governor to award contracts for architectural or professional services just to personal friends.

I have long been an advocate of overall county and regional long-range planning, and the journals of the House show that I introduced bills to set up a statutory framework for this in both the 1957 and 1959 sessions. I will continue to press for such legislation.

## Answer . . .

**B. H. BOB FOSTER**

In compliance with your request of March 13, the following are my answers to your questions:

Question 1. I favor the least expensive way for the best results.

Question 2. Yes, I would consider the use of Architects as professional advisors to state boards or commissions.

Question 3. My opinion is that contracts should be awarded strictly on merit of bid, nothing for personal or political debt.

Question 4. I do not see any need to increase its staff or activities at this time.

Question 5. A. Yes, B. Yes, C. Yes.

## Book Review

*Prestressed Concrete for Architects and Engineers* by H. Kent Preston, is designed to show architects and engineers how available prestressed concrete materials are assembled into buildings that are aesthetic, safe, and economical. The author presents, in illustrated detail, existing buildings of all types as examples of current uses of prestressed concrete and its great potential.

Basic principles of stress distribution, a discussion of properties peculiar to prestressed concrete, and procedures of fabrication and erection are included in the ten chapters of the book. Span-load tables for typical sections, detailed drawings of standard methods of framing, a specification for the structural design of joints and connections, a code for structural design, and a suggested procedure to be followed in designing a prestressed concrete building are given as guides in the design of new structures.

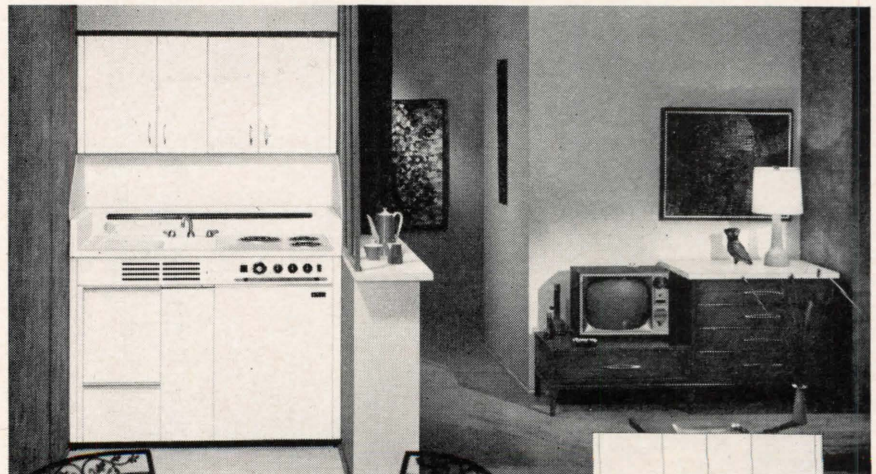
The first chapter, an illustrated introduction to prestressed concrete, shows what has been done and tempts

the reader to try it himself. Chapters Two and Three cover basic principles of stress distribution and new concepts inherent in the use of prestressed concrete. Chapters Four, Five, and Six describe materials and methods of manufacture and erection, and give full data on typical members including cross-sectional details and span-load tables.

Twenty-two pictures, drawings, and charts of framing details with appropriate discussions are incorporated in Chapter Seven. Other chapters cover special factors which must be considered in designing a prestressed concrete structure, with a step-by-step procedure to be followed in designing an economical structure; and important specifications, including specifications of design of joints between precast members. "Tentative Recommendations for Prestressed Concrete," a complete code for design prepared by a committee of ACI-ASCE experts, is given in the Appendix.

The author, Mr. Preston, is Chief Product Engineer—Construction Materials—The Colorado Fuel & Iron Corporation, John A. Roebling's Sons Division, Trenton, New Jersey.

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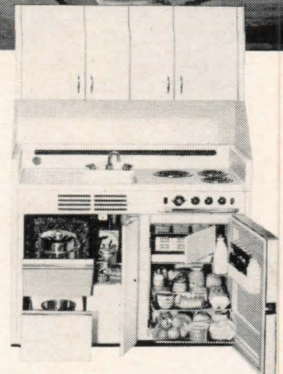


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# Personnel and Duties of FAA Committees for 1964

## Commission on Professional Society

James Deen  
FAA Treasurer

### 1 . . . MEMBERSHIP

Chairman: Lester N. May

**Duties:** To encourage Chapters to study AIA membership changes, to foster increased membership in the FAA in all categories and complete the analysis of the FAA membership.

### 2 . . . PUBLICATION \*

Chairman: H. Samuel Krusé, FAIA

**Duties:** Assume responsibility for the publications program of the FAA and act as liaison between the editor of THE FLORIDA ARCHITECT and the Board. There shall be meetings held regularly, in conjunction with Board Meetings.

### 3 . . . CONVENTION \*

Chairman: Dana B. Johannes

**Duties:** To develop an FAA Convention format and organization for the 1964 convention consistent with the professional needs of architects in the State and consistent with the best public relations impact. To produce effective written guidance for future conventions based on experience of the 1964 convention.

### 4 . . . BUDGET \*

Chairman: James Deen

**Duties:** To operate in accordance with the direction of the By-Laws.

## Commission on Education and Research

William T. Arnett  
FAA Vice President

### 1 . . . AWARDS AND SCHOLARSHIP Craftsman Section

Chairman: Hilliard T. Smith

**Duties:** To foster craftsmanship within the building industry and to conduct the Craftsmanship Awards Program, which includes the statewide selection of the Florida "Craftsman of the Year."

### 2 . . . AWARDS AND SCHOLARSHIP Education Section

Chairman: McMillan H. Johnson

**Duties:** To conduct the program of student awards including the FAA Medal, and to administer and serve as trustees of the student loan funds including the FAA Student Loan Fund, the Rudolph Weaver Student Loan Fund, and the Sanford Goin Memorial Loan Fund.

### 3 . . . EDUCATION

Chairman: Jack West

BROWARD COUNTY	DAYTONA BEACH	FLORIDA CENTRAL	FLORIDA GULF COAST	FLORIDA NORTH	FLA. NORTH CENTRAL	FLA. NORTH WEST	FLORIDA SOUTH	JACKSON-VILLE	MID-FLORIDA	PALM BEACH
Lou Wolf	Carl Gerken	I. Blount Wagner	Sidney Wilkinson	Richard C. Haley		Hugh J. Leitch	Henry A. Riccio	James O. Kemp	Lyle Fugleberg	Charles Toth Jefferson N. Powell**
		Dana B. Johannes		William T. Arnett		Barnard W. Hartman, Jr.		Fred W. Bucky, Jr.		
				James T. Lendrum			Herbert R. Savage	A. Robert Broadfoot, Jr. James O. Kemp		
		Robert H. Levison H. Leslie Walker					H. Samuel Krusé, FAIA			Jefferson N. Powell
William Plum James M. Hartley**	Joe Blaise	Elliott B. Hadley	John Piercy	McMillan H. Johnson	Robert Brown	W. Stewart Morrison	James Deen Francis P. Telesca**	John P. Graves	Harold Johnson	Ray Pockelman
William Plum	Joe Blaise	Elliott B. Hadley	John Piercy	Arthur L. Campbell** McMillan H. Johnson	Robert Brown	W. Stewart Morrison	James Deen	John P. Stevens** John P. Graves	Harold Johnson	Ray Pockelman
	David Leete	Archie G. Parish**	Frank F. Smith, Jr.**							



respect to the role of the Florida Association of Architects in architectural research.

## 5 . . . SCHOOLS AND EDUCATIONAL FACILITIES

Chairman: Andrew J. Ferendino

**Duties:** To provide professional leadership in study of the principles of planning schools and educational facilities, to establish productive contacts at state and local levels and to cooperate with governmental and private agencies in matters of mutual interest, to disseminate contributions to professional knowledge by publication, to cooperate with the School Plant Section of the State Department of Education in conferences on school affairs, and to promote contact with the state organization of County Superintendents concerning school building regulations and their effect on school design and educational programs.

## Commission on Professional Practice

Richard B. Rogers  
FAA Vice President

## 1 . . . OFFICE PROCEDURES

Chairman: Earl M. Starnes

**Duties:** To assist the architect to perfect himself in his profession through technical improvement in his office organization and techniques; and to develop seminars and office aids to accomplish this purpose.

## 2 . . . PUBLIC RELATIONS

Chairman: Edward G. Grafton  
Vice Chairman: Herbert R. Savage

**Duties:** To work closely with the Chapters on the problem of the public relations of the profession; and to consider means whereby the programs developed at State and National levels can be extended to the maximum degree at the Chapter level. To schedule, if feasible, a Public Relations Seminar for the entire FAA membership to fall between the May and September Board meetings.

## 3 . . . FAA - FAIA

Chairman: Archie G. Parish, FAIA

**Duties:** To assist and encourage Chapters in submitting appropriate nominations for AIA Fellowships.

## 4 . . . FAA - FES

Chairman: Roy M. Pooley

**Duties:** To promote professional relations between architects and engineers.

## Commission on Architectural Design Group

C. Robert Abele  
FAA Vice President

## 1 . . . COLLABORATION WITH DESIGN PROFESSIONS

Chairman: A. Robert Broadfoot, Jr.

**Duties:** To foster the Fine Arts and to promote a close relationship between architects and sculptors, painters and others practicing the arts allied with architecture; and to prepare a list of those artist available to architects.

	Bill Faust	Jacob L. Gottfried	John Piercy	Jack Moore	Joseph N. Clemons	W. Stewart Morrison	Sweet Scott Arnold	A. Robert Broadfoot, Jr.			C. Ellis Duncan**
							Francis Telesca	Willis L. Stephens	Harold Johnson		William Brainard
G. Clinton Gamble	Wade Tye	Gene Thompson** Donald S. Williams	Ed Hanebuth	McMillan H. Johnson	Forrest R. Coxen	Roy Ricks	William Tschumy	Cecil Burns	Clifford Wright		Hillard T. Smith** Donald Edge
	Bill Greening	John R. Howey	Ed Hanebuth	Frank G. Schmidt, Jr.	Sterling Wilhoyt	Roy Ricks	George Reed	William H. Goodman	Clifford Wright		Dwight Baker
				Turpin C. Bannister, FAIA			Robert M. Little, FAIA	Franklin S. Bunch, FAIA			
	Walter Smith										
	Joel Sayers	Frank Prince	Louis Schneider	Barry J. Walker	Forrest R. Coxen	C. J. Kendrick	Richard J. Skrip	William H. Marshall	Nils Schweizer		Gerhard Selzer



<b>2 . . . HOSPITALS AND HEALTH</b> Chairman: Walter B. Schultz  <b>Duties:</b> To provide professional leadership in the study and planning of health facilities; and to cooperate with related agencies.	<b>BROWARD COUNTY</b>	<b>DAYTONA BEACH</b>  James Mitchel	<b>FLORIDA CENTRAL</b>  William J. Webber	<b>FLORIDA GULF COAST</b>  Louis Schneider	<b>FLORIDA NORTH</b>  Jack Moore	<b>FLA. NORTH CENTRAL</b>  Forrest R. Coxen	<b>FLA. NORTH WEST</b>  C. J. Kendrick	<b>FLORIDA SOUTH</b>  Alex Lewis	<b>JACKSONVILLE</b>  Walter Schultz	<b>MID-FLORIDA</b>  Nils Schweizer	<b>PALM BEACH</b>  William Brainard
<b>3 . . . HOME BUILDING AND CONSTRUCTION INDUSTRY</b> Chairman: Earl M. Starnes  <b>Duties:</b> To unify the construction industry in the State; and to work out inter-professional problems; and to collaborate with other associations in the construction field. To represent the FAA on the Joint Cooperative Council.	<b>Jack Zimmer</b>	<b>Alfred Kemmerer</b>	<b>Frank R. Mundano</b>	<b>Louis Schneider</b>	<b>Barry J. Walker</b>	<b>Forrest R. Coxen</b>	<b>C. J. Kendrick</b>	<b>Jerome Filer</b>	<b>Allen D. Frye</b>	<b>Nils Schweizer</b>	<b>Robert Richardson</b>
<b>4 . . . PRESERVATION OF HISTORIC BUILDINGS</b> Chairman: Turpin C. Bannister, FAIA  <b>Duties:</b> To foster preservation of significant historic buildings. To develop continuing exhibits, utilizing materials collected by the special AIA Exhibit Committee of the FAA. To establish contact and collaborate with state agencies engaged in the restoration of St. Augustine's historic buildings.	<b>Courtney Stewart</b>	<b>Harry Griffin</b>	<b>Gene Thompson</b>	<b>Louis Schneider</b>	<b>Arnold Butt**</b>  <b>Blair Reeves**</b>	<b>Warren Dixon</b>	<b>C. J. Kendrick</b>	<b>William H. Merriam</b>	<b>Charles E. Pattillo, III</b>	<b>Nils Schweizer</b>	<b>Ralph Moe</b>
<b>5 . . . . COMMUNITY DEVELOPMENT</b> Chairman: Warren C. Hendry, Jr.  <b>Duties:</b> To provide professional leadership toward assisting in the design and redesign of urban and metropolitan areas; and to foster sound community development. To encourage Chapters to assume active roles in community leadership; to conduct Urban Design Seminars; to disseminate community development information; and to foster enabling legislation on planning, zoning, sub-division regulation, and urban conservation and rehabilitation.		<b>Joel Sayers</b>  <b>Francis R. Walton</b>	<b>H. Dean Rowe</b>	<b>Louis Schneider</b>	<b>Arnold Butt**</b>	<b>Jim Bullard</b>	<b>C. J. Kendrick</b>	<b>Donald Farfar**</b>	<b>Warren C. Hendry</b>	<b>Nils Schweizer</b>	<b>Rudolph M. Arsenicos</b>
<b>Commission on Public Affairs</b> H. Leslie Walker FAA Secretary											
<b>1 . . . CHAPTER AFFAIRS</b> Chairman: Jefferson N. Powell  <b>Duties:</b> To unify the efforts and objectives of all FAA Chapters; to encourage an interchange of information on chapter affairs and problems, and conduct professional economic survey.		<b>Joe Blaise</b>  <b>Joel Sayers</b>	<b>Alfred T. Drake</b>	<b>Sydney J. Collins</b>	<b>Lester N. May</b>	<b>Forrest R. Coxen</b>	<b>Thomas H. Daniels</b>	<b>James Ferguson</b>	<b>William N. Morgan</b>	<b>William Cox</b>	<b>Kenneth Jacobson**</b> <b>Richard Pryor**</b> <b>Jack Willson</b> <b>Donald Edge</b>
<b>2 . . . REGISTRATION LAW STUDY *</b> Chairman: Francis R. Walton  <b>Duties:</b> To review the present Registration Law and to recommend revisions.	<b>Herbert L. Anson</b>	<b>Bill Faust</b>		<b>Roland N. Sellew</b>		<b>Thomas H. Daniels</b>	<b>Forrest R. Coxen</b>		<b>Harry E. Burns</b>		
<b>3 . . . JOINT COOPERATIVE COUNCIL *</b> Chairman: Earl M. Starnes  <b>Duties:</b> Functions as an educational and information council for the building industry at a State and Administrative level.		<b>Walter Smith</b>			<b>Frank G. Schmidt, Jr.</b>		<b>Ellis W. Bullock, Jr.</b>		<b>A. Robert Broadfoot, Jr.</b>	<b>Fred G. Owles, Jr.</b>	<b>Stephen Ginocchio</b>
<b>4 . . . GOVERNMENT RELATIONS</b> Chairman: Barnard W. Hartman Vice Chairman: Forrest R. Coxen  <b>Duties:</b> To carry out the policies established by the FAA and to implement the objectives of the FAA in matters pertaining to Government; and to create a long-range recommendation as to future action.		<b>Craig Gehlart</b>	<b>Frank E. McLane, Jr.</b>	<b>Sydney J. Collins</b>	<b>Frank G. Schmidt, Jr.</b>		<b>Thomas H. Daniels</b>	<b>Robert Boerema</b>	<b>Franklin S. Bunch, FAIA</b>	<b>William Cox</b>	<b>Richard Pryor</b>

\* Special Committees

\*\* Action Members



## Gulf Coast Chapter . . .

(Continued from Page 4)

the American Institute of Architects, were present at the meeting of the new chapter to present the good wishes of their respective organizations, and charged the officers and members of the new chapter with the responsibilities to further the high ideals of The American Institute of Architects, and to continue their important roles as leaders in their respective communities. They further stressed the importance of the Architect to his community as arbiter of public taste and leader in providing an attractive community image.

The support of all the members was evidenced by the exceptionally high attendance at the initial meeting.

### 1964 FAA GOLDEN ANNIVERSARY CONVENTION

November 11-14  
Jacksonville

## News & Notes

### 41st Annual Golf Tournament . . .

The F. Graham Williams Company of Atlanta is doing the calling—and for the 41st time. The open invitation applies to architects and architectural draftsmen of the Southeast; and it refers to the Company's 41st Annual Golf Tournament and Dinner. This popular event will be held on Friday, June 12, 1964, at the East Lake Country Club, Atlanta, Georgia.

If you plan to attend this year's annual event, help your hosts by writing Mr. John H. Hallman, President, about your plans at 1690 Monroe Dr., N. E., Atlanta.

(Continued on Page 36)

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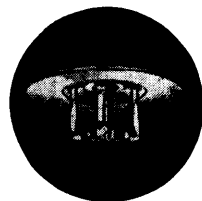
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# Seminar-Plant Planning for Profits

The date to remember is Friday, April 17th; location—Roque Room, Exposition Park, Orlando, Florida; time, 9 a.m.; why, to attend FAA Seminar on *Plant Planning For Profits* in conjunction with the Florida Industries Exposition.

The three hour program on Plant Planning For Profits will explore the *architectural programming for industrial progress*.

Also of interest to architects will be the afternoon program presented by the Associated General Contractors of America. The theme of the AGC program is *New Construction Technique*. The topics for this program will be concerned with "Tomorrow's Buildings Today," NASA "Building for the Future" and "New Shapes in Concrete."

FAA members should make plans to attend both seminars as well as the Florida Industries Exposition, which will be held during April 14-17.

The Board of Directors of the FAA will hold their second meeting of 1964 on Saturday, April 18th, at the Cherry Plaza Hotel in Orlando.

## PROGRAM

FRIDAY, APRIL 17

9:00 A. M.—*Statistical Analysis—Florida Industrial Growth*. Dr. Paul Douglass, Director, Center for Practical Politics, Rollins College.

9:10 A. M.—*The New Industrial Environment*. John B. Langley, AIA.

9:50 A. M.—*Digest*—Moderator, Dr. Paul Douglass.

9:55 A. M.—*Industrial Operational Programming*. Harold W. Johnson, AIA.

10:40 A. M.—*Digest*—Moderator, Dr. Paul Douglass.

10:45 A. M.—*Presentation of Mid-Florida Chapter AIA Citation* by Robert B. Murphy, AIA, President.

10:55 A. M.—Coffee Break.

11:05 A. M.—*Selecting Architectural Leadership*. Richard Boone Rodgers, AIA.

11:30 A. M.—*Summary*—Moderator, Dr. Paul Douglass.

11:40 A. M.—*Question and Answer Period*.



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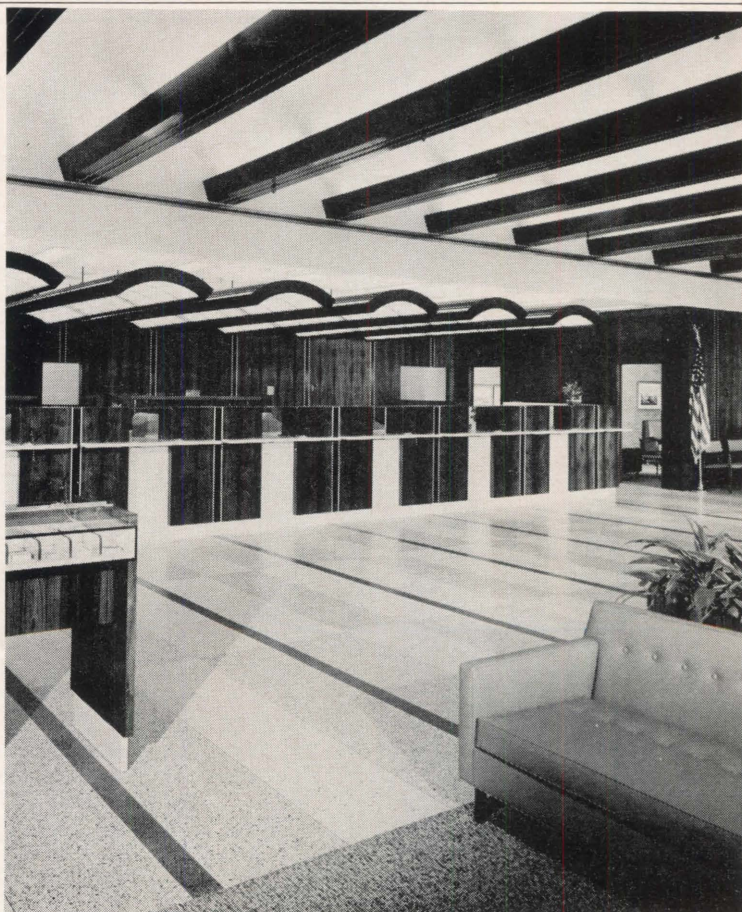
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# It Is Well To Know . . .

By **ARCHIE G. PARISH, FAIA**

President, Florida State Board of Architecture

During the past several months the Board has been concerned regarding complaints being received in its offices relating to ethical standards of practice.

I do want to point out, that your Board as the Administrative and Regulatory arm for the members of our profession in Florida, cannot and does not dictate to the individual registrant or to the various Chapters how architect-client relationships should be handled. Your association has established sound ethical standards for the guidance of all registrants and complaints concerning these standards should be handled by the Chapter and the State Association Committees. It is only when an alleged violation of Chapter 467 of the Florida Statutes is reported that your Board can take official action.

It does concern us, however, that members of the profession are being justly or unjustly accused of undesir-

able practices. It is not necessary to elaborate upon the fact that, as a result of such accusations the entire profession is spotlighted in the glare of unfavorable publicity. *Rumor* is an ugly weapon in the hands of vindictive persons; innocent persons many times suffer from the rumors being circulated.

Your Board feels, therefore, that we all should re-examine client relationships to insure that such charges cannot be made in the future. Let us ask ourselves if we demand the same high standard of administration from our office staffs and associates as we have set for ourselves.

*When accepting a commission do we carefully explain to the client, regardless of estimated project cost, the legal and administrative features of the contract? Is such contract in writing to insure against hazy memories and misinterpretation of pertinent facts? The client should be thoroughly*

briefed on the responsibility assumed by the architect in accepting the commission. Further, he should be familiar with his legal responsibilities so far as the contract is concerned.

The architect has the full professional responsibility for the project from drawing board to completion. His is the responsibility for keeping the client informed of all matters involving the architectural phases of the project. In his supervision of the project he bears the responsibility to seeing that the contractor and others employed in actual construction perform their work according to contract with maximum dispatch.

If we bear these items in mind we will find that through satisfied client relationship our professional stature will increase. No opportunity will be had for disgruntled individuals to complain as to treatment received. The profession as a whole will benefit. If, in our daily work, we gloss over these matters with the feeling that they will take care of themselves we can only look forward to continued difficulties in this area in the future.

I am sure careful consideration will result in the proper decision, which is ours to make.



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**RICHARD PLUMER**  
*Miami*



# National Library Week . . .

By Donald E. McIntosh, A.I.A.

The annual observance of *National Library Week* (April 12-19) will indeed attract the attention of the most literate generation of the best-informed nation on earth—ours! Newspaper editors will assign extra space for book reviews and library news in general; networks, educational television and radio will broadcast *mentions* and features appropriate for the occasion. And the magazines will carry their full share of timely library news while librarians and their key staffers assemble at the George Washington Hotel, West Palm Beach, for the three-day *Florida Library Association meeting*, April 9-11. The nation's major book publishers will be there with their latest and best, as will book binders, makers of library furnishings and suppliers.

Important among the year's accomplishments is the completion of St. Petersburg's new central library, and the construction start of Jacksonville's down-town library project.

In Tampa, the library system has been markedly upgraded under the leadership of board chairman, Charles

Fendig, the city's past mayor, Julian Lane, the present mayor, Nick Nucio, and city librarian, William Frieze. Already complete and in use is the new north Tampa branch, and an addition to the Port Tampa branch. A new Seminole branch building is now on the boards, and Tampa's proposed municipal central library is ready for bidding. Architects are McLane, Ranson, McIntosh and Bernardo, McElvy and Jennewein, Tampa. John Hall Jacobs, Atlanta, is the consultant.

The new Tampa library will occupy a 2.22 acre site in the downtown river front Urban Renewal area and will contain approximately 100,000 square feet on four stories. The entire first floor and mezzanine are designated for public usage. The 375,000-volume closed stack room occupies the third floor. Mechanical equipment, service departments and administrative offices occupy the fourth floor. The service entrance and bookmobile facilities are located under a free-form dome auditorium which has a seating capacity of 200. Two elevators at opposite ends of the building will serve all floors.

*self-respect in work.* Noted Florida Architect Alfred Browning Parker of Miami spoke of the satisfaction which can be gained through putting skills and talents to use in constructive activity.

Warren J. Hower, Chairman of the BBE's Craftmanship Awards Committee distributed the citations. He said that a total of 46 items were nominated and inspected by committee members last year. Nominations may be made only by architects or engineers.

The winners and awards program were applauded in talks by BBE President Edward A. Heep; Jack Zimmer, 1963 President of the Broward Chapter of the A.I.A.; and Richard Mills, 1963 President of the County Unit of the Florida Engineering Society.

Members of the Craftmanship Awards Committee of 1963 were: Architects, James Hartley, Bob Kerley, George Polk, Louis Wolff; Engineers, Constantine Eberhard, Eugent C. Hedges; Architectural Field Supervisor, Herbert Hinman, General Contractors, Warren J. Hower (Chairman), Harry T. Jones, Glenn Sampson and Charles Ham.

## New Spirit . . .

(Continued from Page 7)

four points appear to create a gray area in our thinking, locally and nationally. Therefore, if my observations will serve to stimulate thought and discussion, a useful purpose will have been served.

When the gavel descended at the precisely appointed hour to close that Washington conference, I am confident 48 Presidents of A.I.A. Organizations departed with renewed enthusiasm, deeper understanding and the *New Spirit* bubbling happily in their hearts.

I leave a fuller report of the proceedings of the Committee on State and Chapter Organization to the capable hands of the Institute staff and its communications media.

## News & Notes

(Continued from Page 33)

### BBE Craftsman Awards . . .

Skills displayed by twelve mechanics in the building trades earned Craftmanship Awards in the Broward Builders Exchange annual recognition of expert work in the creation of homes and buildings. The Broward County Chapter of A.I.A. cooperated in this annual event.

The skills displayed a variety of crafts ranging from creation of a stained glass window to the laying of an outstanding gravel patio.

Winners of the awards were carpenters Paul Nichaus, Joseph R. Owen, Jr., J. Bruce Garland, Calvin Smith and Harold Whitney; plasterer Ronald E. Lunsford; brick mason Edward Scanlon; stone mason Larry Abate; Stanley Romano, for lathing; Volveno Toffolo, who laid the patio, and Gary Dufresne, who put in the window.

The twelfth man was a general contractor, John Dec, who won a carpentry citation for work he performed in building his own home.

The principal speaker stressed the

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## Florida's Fair...

(Continued from Page 13)

as background for principal landscaped areas depicting beach areas with sand donated by Daytona Beach around the alligator pool.

*The Bridge to the Keys* winds along the edge of Meadow Lake overlooking two cooling fountains in the Lake. Here also is *Flamingo Isle* where species of these aquatic birds in all their brilliant plumage will be seen in Tropical palm garden settings. The 250 foot long broadwalls will end in the home area where visitors will inspect a beautiful, Florida retirement home.

The original design plans for the Florida buildings specified stucco construction but due to the extreme climatic conditions plus the cost to provide heated tents for this type of construction, the early plans were disregarded. Mention of this is significant since stucco is typical of Florida construction and knowledge of why the buildings were built as they are, should be known by Floridians.

The entire project was a particular challenge to the architects and engineers since it represented construction of buildings whose existence was known to be for only 2 years. At the end of this period all of the structures must be completely demolished and the site left in its original form to a depth of four feet below the ground level.

This gigantic project has been financed by contributions from the citrus commission, the sale of exhibit space, revenue from vending operations, revenue from the first live porpoise show ever to be staged on such a grand scale, gifts arranged by a special committee and a contribution from the state government.

The image of Florida will be portrayed beginning April 22nd to encourage additional millions to:

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3. Establish their business and industry in Florida
4. To buy, use and consume more Florida products
5. To enjoy year around sports and living in Florida

We have every reason to believe, says W. L. Stensgaard, Executive Vice President of the Florida World's Fair Authority, Inc., that all Florida will be proud of her attractive and competitive exhibit at the Fair.

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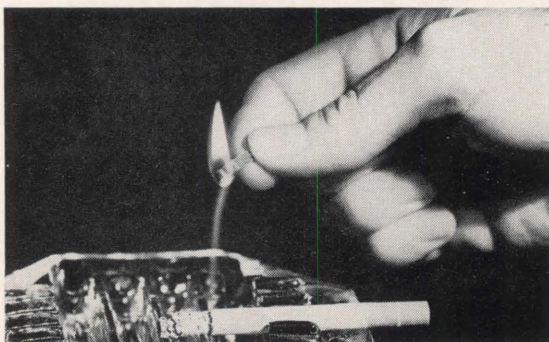
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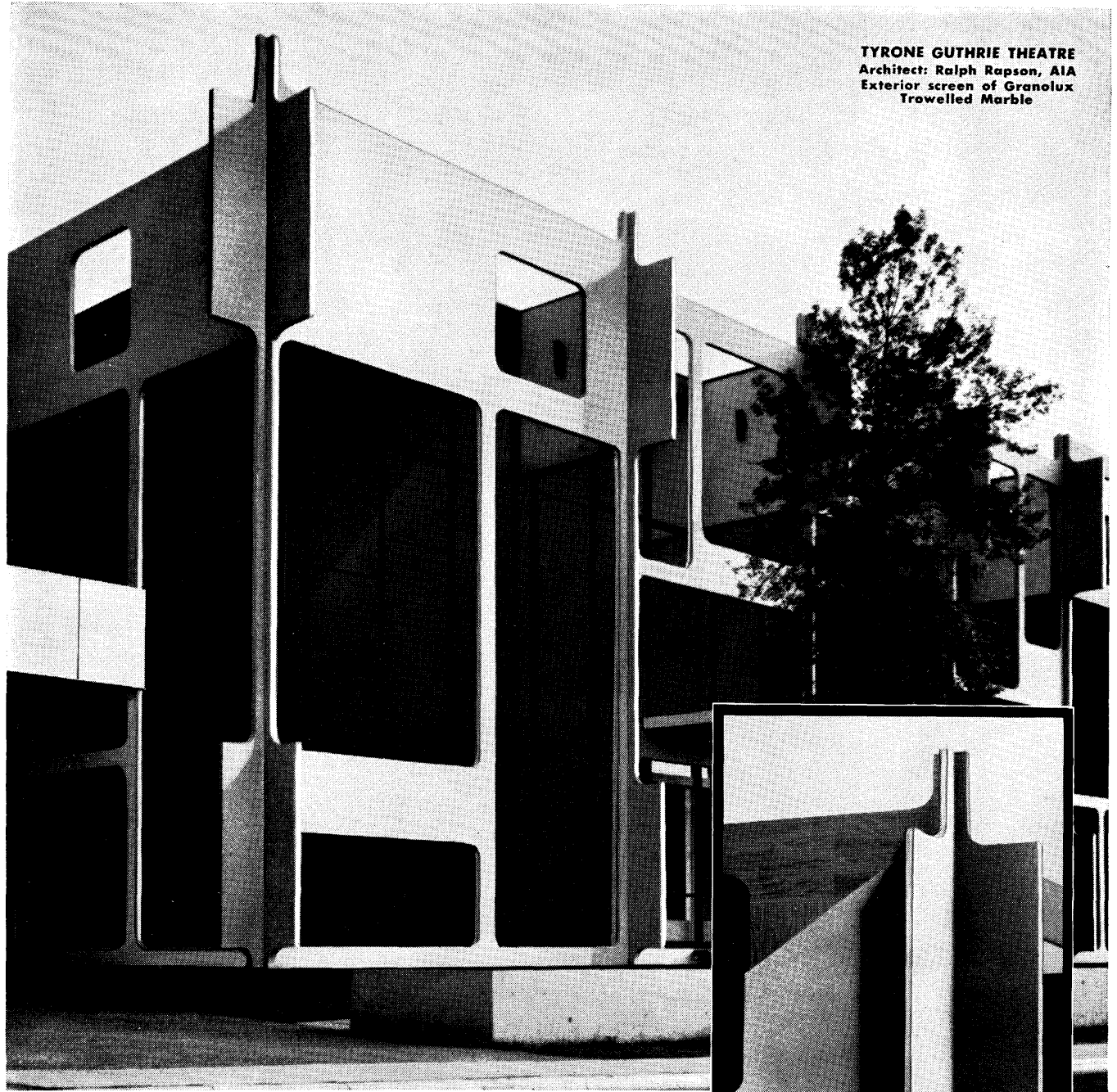


*Here is a small test you can use to prove to yourself and others that **gas cooks cleaner**. The flame of a match held over a smoking cigarette, as on this illustration, completely consumes the smoke. **Natural gas** itself is 100% combustible so the only residue as a result of gas cooking comes from the grease and smoke from the food itself... and with gas cooking even these foreign materials are consumed by the gas flame. Even odors from onions and other highly-fragrant foods are largely consumed by the gas flame. Nothing cooks as clean as a flame. Want to know more about **natural gas** cooking? Call your local **natural gas** utility company.*

**FLORIDA**  
**GAS**  
TRANSMISSION COMPANY  
WINTER PARK, FLORIDA



**TYRONE GUTHRIE THEATRE**  
Architect: Ralph Rapson, AIA  
Exterior screen of Granolux  
Trowelled Marble



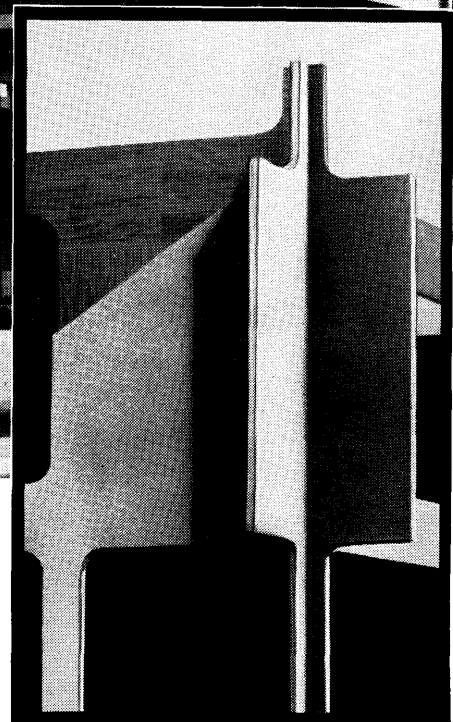
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This striking monolithic design is enhanced by that certain elegance found only in natural marble — yet, it costs even less than concrete. GRANOLUX Trowelled Marble eliminates the fetters imposed on your imagination by ordinary construction materials. It allows you to transform your inspired curves, angles, and planes to absolute reality in unique natural marble. Only GRANOLUX, the remarkable trowel-applied aggregate surfacing, offers this versatility never before possible in natural quarried stone. Exhaustive ASTM tests plus more than eight years of extensive European installations have proved that exposure will only enrich its inherent beauty.

**GRANOLUX** / trowelled  
marble

**CEMENT ENAMEL DEVELOPMENT, INC.**  
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In Florida: Granolux Corp. of Florida, 3810 South Federal Highway, Delray Beach, Florida.



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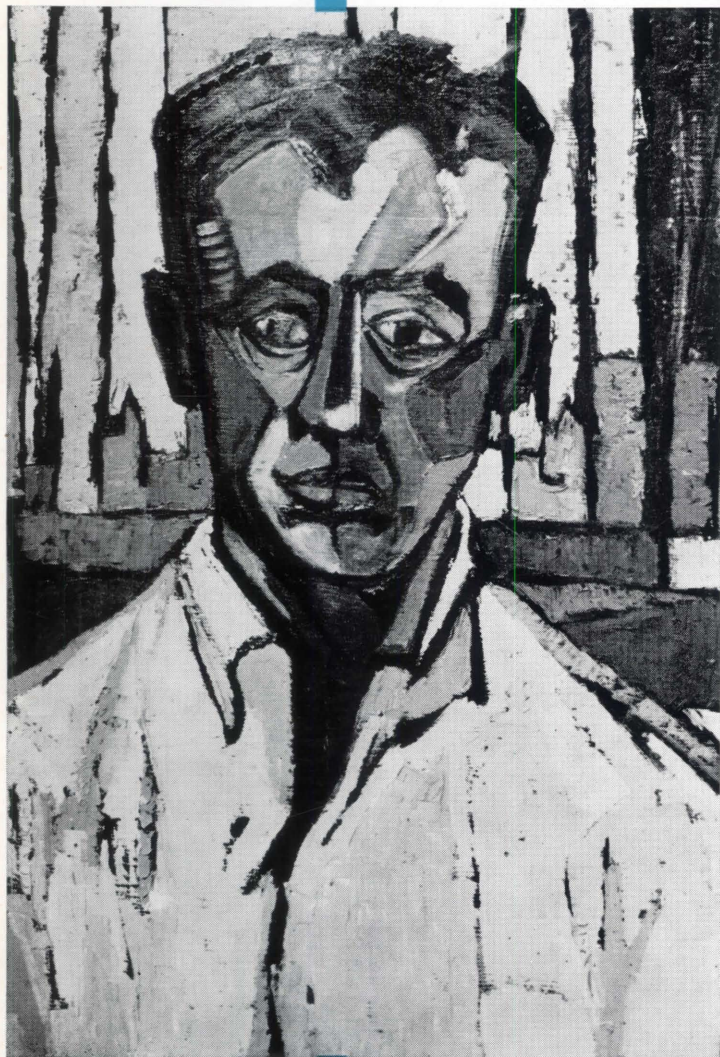
## The Sanford W. Goin Architectural Scholarship Fund

As a special project to raise funds for the Sanford Goin Architectural Scholarship the University of Florida, the women's auxiliary of the Florida Central Chapter, AIA, undertaking a series of auctions-by-mail of original paintings by Florida artists.

To launch the project, six painters from the Clearwater area have donated three watercolors, two oils, and one black and white lithograph which will be sold to the highest bidders and all proceeds contributed to the scholarship fund.

The Florida Architect will publish a photograph of one of the paintings each month with details of its value, colors and size, together with a brief sketch about the artist.

Minimum bids—to be determined by the market value of the painting—will be announced with each photograph. All bids should be sent to Mrs. Edmund MacCollin, 1480 Sunset Point Road, by the 20th of the month in which the picture appears. No checks should be sent until the winner is notified as soon after the monthly deadline as possible, but it is asked that a bank reference accompany each bid.



### *Boy in Park*

by

*Grady Kimsey*

An impressionistic painting of a boy's head against the vertical background of a park fence and metropolitan skyline. It is done on plywood with the strong color and bold technique that characterizes the work of this 36-year-old newcomer to Florida art circles.

Now associated with the Artist Market Gallery in Clearwater, Tennessee-born Grady Kimsey was art director of television station WATE-TV in his native Knoxville for 10 years before moving to Florida in 1962. The same year he was winner in the art category of the Guide Award for southeastern states.

A graduate of the University of Tennessee, where he majored in fine arts, Kimsey has exhibited at the Brainerd Memorial in Memphis, the Atlanta Art Museum in Georgia, the Columbia Museum in South Carolina, and the Carousell Theatre, McClung Museum, and Dulin Gallery all in Knoxville. He has also had a one-man show in Clearwater at the Artist Market. At the Knoxville Center's annual exhibitions, he won purchase prizes in 1954, 1959, and 1960.

"Boy in Park" is framed in flat, charcoal-black wood, which accents the dark lineaments of the tanned face and throat. The painting is predominantly in strong shades of blue with the warm brick tones of background buildings behind the black fence. The frame is four inches wide with overall dimensions of 27 by 38½ inches.

Valued at \$200, minimum bids will start at \$140.

April 22 is the deadline for entering bids, and all bids should be mailed on or before that date to Mrs. Edmund MacCollin, 1480 Sunset Point Road, Clearwater, Florida. A bank reference is requested with each bid, but no checks should be sent until the winner is notified as soon after the closing date as possible.